

THE EUROPEAN TV INDUSTRY

An Overview of European TV Manufacturers

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The European TV Industry

An Overview of European TV Manufacturers

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First Edition Published: March 2007

ISBN: 1 905429 118

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1 Introduction

The following report provides an overview of the major manufacturers of TVs in Europe. It has been published to highlight the growing number of manufacturers, primarily from Asia, who are establishing production and assembly facilities in East and Central Europe to capitalise on the region's position as the leading market for flat panel TVs. It also highlights the trend for established manufacturers to transfer production from high cost locations in Western Europe to locations in Central and Eastern Europe.

Chapter 2 provides an overview of European TV production. In addition to historical data a forecast for production has been made for 2010. The historical data has been extracted from Reed Electronics Research's *Yearbook of World Electronics Data* an on-going information service which provides production and market data on 51 countries (for further information please visit www.rer.co.uk).

Chapter 3 provides information on the major producing countries including highlighting the major manufacturers and the latest developments.

Chapter 4 provides profiles of the principal companies manufacturing TVs in Europe. 62 major companies have been identified with TV manufacturing or assembly locations in Europe (including planned facilities). Of the total there are 19 European manufacturers and 43 overseas (South Korea 10, China/Hong Kong 10, Japan 10, Taiwan 11, India 1 and USA 1).

Finally, a listing of manufacturers by European location is provided in Section 5.

4 Company Profiles

The following section provides profiles of the principal companies manufacturing TVs in Europe. A listing of manufacturers by European location is provided in Section 5.

As part of the research 62 major companies have been identified with TV manufacturing or assembly locations in or planned for Europe. In addition to the major global groups the report also focuses on the second tier European companies and the emerging Asian suppliers who have established operations in the EU to avoid import duties and to take advantage of Europe's leading market position.

Of the total there are 19 European manufacturers and 43 overseas (South Korea 10, China/Hong Kong 10, Japan 10, Taiwan 11, India 1 and USA 1). CEMs have in general been excluded although two East European sun-contractors have been included due to their respective importance to the local industry and also Jabil Circuit who acquired a Philips site in Poland.

4.1 Albacomp (Hungary)

Founded in 1985 Albacomp is a leading IT company in Hungary. Located in Székesfehérvár, Albacomp reported a turnover of FT14.8 billion in 2005 and employs around 440 people. The company announced the start of LCD TV production at the beginning of 2006 with the aim to sell 2,500 to 3,000 units in the first year.

Products: LCD

Headquarters & Manufacturing Plant

Mártírok str. 9.
8000 Székesfehérvár
Hungary
Tel: +36 22 515-414
Fax: +36 22 327-532
Website: www.albacomp.hu

4.2 Bang & Olufsen (Denmark)

Bang & Olufsen, the Nordic region's market leader for high-end home entertainment systems, carries out nearly all of its R&D work, production and company administration at Struer, the small Danish town, where it began business in 1925. In early 2006, the company opened an audio equipment production plant in Koprivnice, in the Czech Republic. The company also enjoys a strategic relationship with Flextronics.

Following a major effort to reduce costs and move from tube to flat screen TVs, Bang & Olufsen focused on growth in the financial year ending 31 May 2006 the company achieving sales of DKK 4.2 billion, compared to DKK 3.7 billion in the prior year. The company has set a target to achieve sales of DKK 10 billion by 2010.

Bang & Olufsen only begins production once an order has been placed negating the need to carry large quantities of stock.

Products: LCD, Plasma

manufacturing facility at the former Flextronics facility in Pandrup, Denmark. Capetronic Group holds an 80% stake in the resulting company Capetronic Europe A/S.

Products: LCD, Plasma

European Manufacturing Location

Capetronic Europe A/S
Industrivej 30,
9490 Pandrup
Denmark
Tel: +45 72 21 89 00
Fax: +45 72 21 89 01

4.6 Changhong (China)

Founded in 1958 Changhong is one of the largest consumer electronics companies in China with sales in 2005 of RMB 17.6 billion (US\$2.2 billion), 29.4% higher than the prior year. Domestic manufacturing facilities are located in Mianyang, Zhongshan, Nantong, and Changchun the company having the capacity to produce a reported 17 million TVs annually (primarily CRT but with an increasing focus on flat panel)

In March 2006 Changhong announced it planned to invest US\$100 million to build a 9,000 sq m consumer electronics production base in the Czech Republic. The first phase, which was completed in the final quarter of 2006, represented an investment of around US\$30 million and would result in a planned capacity in 2007 of 0.5 million LCD, 0.1 million plasma and 0.4 million CRT TVs. The plant is expected to employ 300 people by the end of 2007.

Products: LCD, Plasma, CRT

Headquarters

1 North Xingye Road, Nantou
Zhongshan
Guangdong 528427
China
Tel +86 760 3138729 (European enquiries)
Website: www.changhong.com

European Manufacturing Location

Changhong Europe Electric s.r.o
Jankovcova 1114/23
170 00, Praha 7
Czech Republic
Tel: +420 242 408 845

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